

Message Text

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TAGS: OEXC, UR

SUBJECT: EXCHANGES: CULTURAL PRESENTATIONS (CU/ARTS):
AMERICAN PAG'S FOR 1977

REF: STATE 041992, MOSCOW 2234

1. POST PRIORITIES FOR 1977/78 PAG'S ARE AS LISTED REFTEL
(MOSCOW 2234) RE NIKOLAIS AND TAYLOR, WE SUGGEST
THAT IN VIEW FACT THAT SOV AUDIENCES LARGELY "PROTECTED"
FROM MOST MODERN OF AMERICAN DANCE, BEST POLICY IS TO
PRESENT COMPANY WHICH WOULD REPRESENT FIELD RATHER THAN
MOST AVANT GARDE OF FIELD. WALTER TERRY HAS RECOMMENDED
LEWIS FOR THIS REASON AND FOR HIS HIGH QUALITY (REFTEL),
BUT WE RELY ON DEPT'S JUDGMENT IN FINAL SELECTION

2. SUGGEST DEPT CONTACT ACT'S MCKENZIE RE HIS APPROACH TO
BUTROVA CONCERNING "CHORUS LINE" DURING MOSCOW VISIT.
WE AGREE THAT "RAISIN" NOT TYPICAL. FOR SUITABLE,
AVAILABLE MUSICALS WE RELY ON DEPT'S SURVEY.

3. POST BELIEVES A MAJOR LONG-TERM GOAL OF PAG PROGRAM
IN USSR SHOULD BE TO ENCOURAGE CONDITIONS IN WHICH
SOVIETS WILL BRING IN MOST AMERICAN PAG'S COMMERCIALY.
THIS GOAL IS NOT IN CONFLICT WITH OUR OVERALL PURPOSE
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IN PORTRAYING TO SOVIETS VITAL AND INNOVATIVE ASPECTS OF

AMERICAN SOCIETY THROUGH THE MEDIUM OF THE PERFORMING ARTS. TO PROMOTE COMMERCIAL RELATIONSHIPS, AS WELL AS TO SATISFY OUR OVERALL GOAL, WE BELIEVE FUNCTION OF CURRENT PROGRAM SHOULD BE TO INTRODUCE GENRES WHICH HAVE NOT PERFORMED IN USSR PREVIOUSLY--THUS DEMONSTRATING VIABILITY OF THESE GENRES TO SOVS. WE BELIEVE JAZZ AND COUNTRY MUSIC ARE EXAMPLES OF MOVEMENT IN DIRECTION COMMERCIAL VIABILITY. "BALANCE" BETWEEN SMALL AND LARGE GROUPS (STATE 041992, PARA THREE) IS NOT AS IMPORTANT TO POST AS EXPOSURE OF GENRES WHICH HAVE NOT PREVIOUSLY APPEARED HERE. EXCEPTION IS IN AREAS SUCH AS MUSICALS AND MODERN DANCE WHICH HAVE NO PROSPECT OF COMMERCIAL SUCCESS BECAUSE OF HIGH EXPENSE AND A LIMITED THEATER SIZE AND TICKET PRICE.

4. EMBASSY HOPES ADVANCE PLANNING FOR 77/78 WILL MOVE FORWARD RAPIDLY, AS IT ONLY CAN BE BENEFICIAL AND WILL ALLOW BETTER RESOLUTION OF INEVITABLE PROBLEMS. DEPT'S OPINION RE NEGATIVE RESULTS OF ADVANCE PAG NOMINATIONS CITED IN STATE 041992, PARA TWO, NOT SHARED BY POST. IN FACT, COMPLICATIONS SURROUNDING ACT INVOLVED DIFFICULTIES IN SELECTION OF PLAYS AND LAST YEAR'S FORMAL NOMINATION SO CLOSE TO TOUR DATES THAT ADEQUATE PREPARATION COULD NOT BE ACCOMPLISHED. GOSKONTSERT DID APPROVE "AMERICA"; IT WAS MINCULT WHICH OVERRULED GOSKONTSERT. IT IS NOT LIKELY THAT ANY NEW GENRE SUCH AS "AMERICA" WILL BE APPROVED BY LOCAL CULTURAL GATE-KEEPERS WITHOUT A STATESIDE VIEWING. THIS REQUIRES ADDITIONAL TIME-- BUT IT IS THE CULTURAL CONSERVATISM OF MINCULT NOT THE ADDITIONAL TIME THAT IS THE CAUSE OF OUR PROBLEMS. NYPO IS COMPLICATED BECAUSE OF ITS AVAILABILITY DURING NON-SEASON PERIOD. HAD NOMINATION BEEN MADE LATER, LOCAL ADJUSTMENTS OF HALL SCHEDULES WOULD HAVE BEEN IMPOSSIBLE, IN POST'S VIEW, AND NYPO WOULD NOT HAVE APPEARED HERE AT ALL. THERE IS NO QUESTION THAT DEPT'S AND POST'S WORK ON PAG'S IS USUALLY COMPLICATED, BUT THIS ARGUES FOR NOMINATIONS A YEAR OR MORE IN ADVANCE THUS ALLOWING TIME TO RESOLVE DIFFICULTIES.

STOESSEL

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